Doral 1995
Buydown Promotion
Proposal

Proposal:

Reduce retail carton and pack price in all stores by $2.00 per carton and $.20 per pack

Advertising Requirement:

Place a 5' x 3' price banner in all stores

Timing:

Immediately - ongoing through 1995

Important: Discontinue current Monarch buydown effective 12/31/94

51850 2392

Authorized 11/6/94
James A Bai
General Mgr.
to be changed Jan 3, 1995

Source: https://www.industrydocuments.ucsf.edu/docs/xkcy0000